



## **LOOKING TO THE FUTURE**

### **Crocker Art Museum**

To address the lack of space available for permanent collections and temporary exhibits, the Crocker Art Museum is expanding its second and third floors. Dramatically enlarging the size and number of galleries, the museum will be able to display and host “blockbuster” exhibitions. Plans for the museum include a new circulation route from gallery to gallery without the necessity to “double back,” controlled environments to protect the museum’s drawings, and a state-of-the-art collection storage area. When the expansion is complete, visitors will not only be able to take a stroll through the newly expanded museum grounds, but be able to take advantage of the new café, auditorium, and education center. Groundbreaking is scheduled for 2006 with completion slated for 2009. Contact: Crocker Art Museum, (916) 264-5423, [www.crockerartmuseum.org](http://www.crockerartmuseum.org).

### **Dead Sea Scrolls Exhibit is First for Natural History Museum**

Coming to the Natural History Museum in July to December 2007 is the “Dead Sea Scrolls” exhibition. For the first time ever, the Israel Antiquities Authority is partnering with the museum to bring a select number of these scrolls, the oldest discovered copies of biblical manuscripts, to San Diego. The scrolls were written on parchment and papyrus in both Hebrew and Aramaic around 250 B.C. to 70 C.E. The first was discovered by a goat herder in 1947 near the Dead Sea in Israel. Contact: San Diego Natural History Museum, (619) 232-3821, [www.sdnhm.org](http://www.sdnhm.org).

### **Hard Rock Hotel San Diego**

The Hard Rock Hotel San Diego is currently under construction and slated to open spring 2007 in the downtown historic Gaslamp Quarter. The 12-story property will be the city’s first branded condo-hotel, with 420 luxury rooms and suites for sale to individual buyers. The property embraces the trademark rock ‘n’ roll attitude and spectacular nightlife, featuring a signature restaurant operated by NOBU and an ultra lounge and sky bar by Rande Gerber. The hotel will house a world-class spa and fitness center, state-of-the-art screening room, landscaped outdoor pool deck with private cabana, a 7,000 square-foot music venue, retail boutiques and 40,000 square-feet of meeting and banquet space. Units for sale will range from studios to rock star suites, all with a hip, electric vibe featuring LCD “floating” cantilevered furniture, home theatre entertainment centers featuring LCD televisions, CD/DVD and iPod connections, a martini bar, plush feather-top bedding, 300-thread count cotton linens, oversized work stations, Wi-Fi Internet access and a laptop safe. Contact: Hard Rock Hotel San Diego, (877) 503-ROCK, [www.hardrockcondos.com](http://www.hardrockcondos.com).

### **London LA**

LXR Luxury Resorts recently announced its plans for the complete redesign, refurbishment and repositioning of one of its prized California properties, the Bel Age in

West Hollywood, into The London LA. The all-suite hotel will undergo a complete transformation, including a change of name, new interior architecture and design, and the addition of two Gordon Ramsay high-end restaurants. Mr. Ramsay is one of the U.K.'s only chefs to receive three stars from the prestigious Michelin Guide. Internationally recognized designer David Collins has sought to rethink the entire look of the existing hotel to transform it into London LA, reinventing the existing architecture of the rooms to create a certain Anglo-European attitude and creating an environment that reflects the premier service and the unique DNA of what will become the London brand. Luxury bath purveyor Waterworks has created, in collaboration with Collins, complete Waterworks bathroom environments in each suite. Further enhancing the guest experience will be the addition of the Golden Door Spa. The archetype against which all other spa experiences are judged, The Golden Door will revitalize even the most weary traveler with a selection of massages, therapeutic baths, and treatments. The spa will open upon the hotel's debut as the London LA in Spring 2007. Contact: LXR Luxury Resorts, (561) 347-4242.

### **Oakland International Airport (OAK)**

Changes are in store for travelers at the Oakland International Airport. The airport's \$350-million Terminal Improvement Program, comprised of the Terminal 2 Improvement Project and the Terminal Roadway and Curbside Project, is well underway with program completion in 2007. OAK recently added terminal-wide Wi-Fi service, providing secure, wireless, high-speed Internet access for travelers on-the-go. Contact: Oakland International Airport, (510) 563-3300, [www.oaklandairport.com](http://www.oaklandairport.com).

### **The Strand**

The CIM Group is developing a 3.5 acre project called The Strand along the beach overlooking the Huntington Beach Pier. It will feature a 149-room Boutique Hotel, 85,000 square feet of ground-floor retail and restaurant space, approximately 35,000 square-feet of office space, and two-level underground public parking facility. The project will be complete by the fall of 2007. The Strand will include fashion shop, Urban Outfitters as well as Raw Sushi, Johnny Rockets, and Ben & Jerry's restaurants. Contact: CIM Group, (323) 860-4900, [www.cimgroup.com](http://www.cimgroup.com).

### **Town and Country Resort & Convention Center**

The Town and Country Resort & Convention Center in San Diego completed Phase I of a \$25 million expansion and enhancement that include the grand opening of the 14,000-square-foot Bella Tosca Spa, Salon & Fitness Center. Phase II is underway with the addition of the new 41,000-square-foot exhibit hall (opening early 2007) located next to the existing Atlas Ballroom and Golden Pacific Ballroom. Phase II also includes the restyling of 1,000 guest rooms, suites and ballrooms, the restoration of pool and landscaping of the "Grand Plaza" in the center of the property, and the creation of new property borders and entrances to the resort. A new entrance to the Royal Palm Tower with a pedestrian promenade will be added to connect the resort to San Diego's regional light-rail system and Fashion Valley Shopping Center's upscale department stores, shops, restaurants and theaters. Contact: Town and Country Resort & Convention Center, (619) 291-7131, [www.towncountry.com](http://www.towncountry.com).

